

THE TECHNO GRIND

MONTHLY PUBLICATION BY QUEPPÉLIN



Virtual Reality Retail Store for British Telecom by Queppelin

This issue's stylish reads:

IS YOUTUBE THE NEXT AR MARKETING CHANNEL?

Experience
Now

Virtual reality in retail can be used to plan, design, research, and even enhance the customer experience. It offers several benefits when considering how to appeal to consumers' wants and needs, especially when they're constantly changing.

This Platform lets customers take their shopping experience outside of the store. It's an extension of online shopping, though this leap allows shoppers to experience the products, not just see them. Visualizing products online with an added element of personalization lets people fully engage and invest in your business. People want to see what a product will look like in relation to quality and style before they spend their hard-earned money on it.



AR glasses could deliver an even more realistic and interactive experience with the aid of holography.

This Month's Spotlight

IS YOUTUBE THE NEXT AR MARKETING CHANNEL?

Youtube offering AR try-ons that are launched from how-to videos about applying lipstick. Sponsored by cosmetics giant MAC, a call to action was offered during these videos to activate the front-facing camera and virtually try on various shades. YouTube reported a 30 percent AR activation rate. This means that 30 percent of users that viewed these videos took the next step of trying on lipstick shades using AR. This far exceeds benchmarks for video advertising click-through-rates, which are about 1.84 percent.